



# CORPORATE IMAGE PROGRAM

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## TOOLS AND GUIDELINES

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### Technical Information Division

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# **A** Message from the Commanding Officer and Executive Director

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*Together we need to distinguish SSC San Diego as an RDT&E organization with clear marketing and business strategies that permit us to measure our success in customer satisfaction and value to the public. To build confidence with our customers and make the name SSC San Diego synonymous with excellence, we must consistently and clearly communicate who we are and what we stand for. We can do this by ensuring that our corporate image, one of our most valuable assets, is properly used.*

*This document contains the design guidelines for our corporate image. The application of these guidelines will help us pursue our business and marketing strategies, as well as promote the image of SSC San Diego as a center of excellence in technical and scientific work.*



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H.A. Williams, CAPT, USN  
Commanding Officer



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R.C. Kolb  
Executive Director

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# WHAT'S IN THIS DOCUMENT?

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This document is presented in three sections. Section 1 introduces SSC San Diego's corporate image program and answers basic questions you may have about corporate image and visual standards: Why have a corporate image program? How do visual standards contribute to our corporate image? What visual elements make up these standards? How are they used? In what products?

Section 2 gives more specific guidelines for using visual design elements in SSC San Diego's information products. You will find answers to more specific questions in this section: How do I use the standards in my information products? Can I alter the logos? What colors and fonts are acceptable? What elements are used on what products?

Section 3 gives information on corporate resources.

# **1 SSC SAN DIEGO'S CORPORATE IMAGE PROGRAM: AN INTRODUCTION**

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## **WHY HAVE A CORPORATE IMAGE PROGRAM?**

SSC San Diego's corporate image is a valuable asset. Our corporate image, as conveyed through visual standards, allows us to

- Be easily differentiated from our competition
- Project an appropriate and relevant image through our products
- Create a presence in the marketplace (either the general public or a specialized military area)

## **WHAT WILL ENSURE A SUCCESSFUL PROGRAM?**

Corporate visual standards will contribute to our success, only if we

- Plan a system for our corporate graphics, i.e., those graphics that portray SSC San Diego as we want to be seen by our customers or potential customers
- Incorporate an image program with a well designed and consistent set of visual standards
- Maintain the integrity of our corporate image

By publishing this document, we have developed a system that uses well designed, consistent graphics for our corporate information products and have provided guidelines for their use. By following the guidelines in this document, every SSC San Diego employee can help ensure that the integrity of our corporate image is maintained.

## **WHAT ARE OUR DESIGN ELEMENTS?**

We use several design elements to portray our corporate image: our official logo (the triangle), a secondary logo (the globe), and an SSC San Diego logo.



OFFICIAL  
LOGO



LETTER LOGO USED  
WITH OFFICIAL  
LOGO

## Official Logo

Our official logo is the main visual symbol used to identify SSC San Diego. The logo creates instant recognition of SSC San Diego and allows SSC San Diego to stand apart from its competition. The logo is

- Original and distinct
- Legible
- Simple
- Easily adaptable to all visual and printed media

## Secondary Logo

The secondary logo uses a globe with the official logo superimposed. This is the only approved secondary logo for SSC San Diego.

## SSC San Diego Logo

The SSC San Diego logo (or letter logo) is a stylized version of "SSC San Diego." When using this logo, you must also use the official logo. Proper use of the SSC San Diego logo is depicted on the graphics on this page.

## **WHAT OTHER ELEMENTS ARE REQUIRED?**

Because SSC San Diego must meet various security, information release, and publication regulations, elements that facilitate the dissemination, tracking, and retrieval of information are also part of our corporate image program.

In addition to design elements, our information products may require one or more of the following items: distribution statement, classification marking, publication date, the Navy seal, our address, or “reviewed and approved by” statement. The table, Required Elements (page 2-15), lists products and their required elements.

## 2 DESIGNING INFORMATION PRODUCTS

Successfully implementing our design program — achieving a strong, cohesive, corporate image — requires correct use of specified design elements, colors, fonts, and other required elements. This section provides information for designing SSC San Diego information products.



 **Information Products**

- **Formal Documentation**
- **Program Sheets**
- **Posters**
- **Viewgraphs**
- **Videos, Multimedia**
- **Brochures**
- **WWW Home Pages**
- **Other (magazine ads, survey forms, CD-ROMs)**

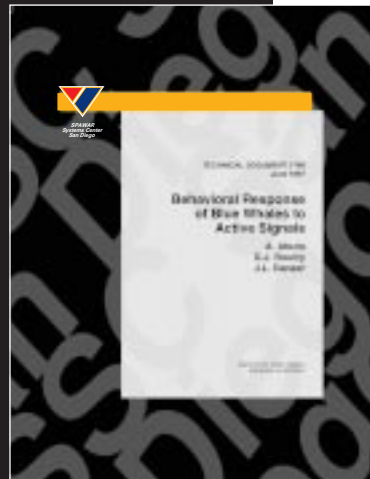


## INFORMATION PRODUCTS

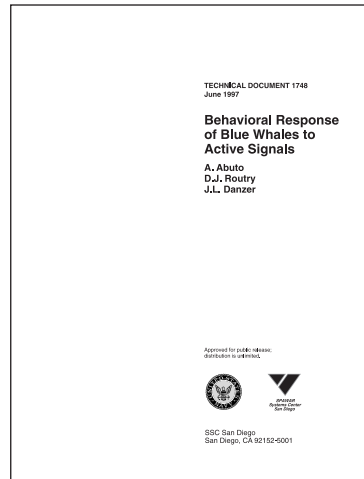
### Report Cover and Title Page

The report cover is used for all formal, printed documentation, e.g., formal reports, command-level documents, and proposals. These covers are preprinted by the Technical Information Division (TID) and provided to the Defense Automated Printing Service when a document is sent for printing and distribution.

A title page is also included with our printed documentation. Because the title page is printed in black and white, our formal documentation can be reproduced on an office copier without loss of information.



REPORT COVER



TITLE PAGE

## Program Sheets for Exhibitions

Used at exhibitions, program sheets are fact sheets that describe SSC San Diego programs. The technical codes can create these sheets or have TID create them. If created in the code, they must be reviewed by TID before use in the exhibition.



### Low Elevation Antenna Nuller (LEAN)

The LEAN program will design and develop a Fixed Reception Pattern Antenna (FRPA) Footprint GPS Anti-Jam, Low Elevation Antenna Nuller System to provide high anti-jam capability for dual civil and military use at low cost and with no integration impact to existing systems. Key features of LEAN include:

- Meets FRPA's footprint (4" square) dimensions while providing fully automatic nulling of many interferers
- Forms full azimuth ring null against any number of interferers
- Does not impact satellite geometries when nulling
- Commensurate interferer null depth with present CRPA antenna systems
- Provides IVY and CIA code capability
- Can be purchased at significantly lower cost than CRPA/AN-1A

The LEAN Program is a Small Business Innovative Research (SBIR) contract from SPAWAR to Zeger-Abrams, Inc. SSC San Diego plays an important role in several areas including technical oversight, electromagnetic code computer modeling, and management of chamber, range, and flight testing. SSC San Diego performs modeling using the Electromagnetic Interaction Generalized (EIGER) code, which models surface current contributions to compute antenna performance parameters. This modeling is validating LEAN contractor pattern and nulling predictions and will be used to refine pattern weighting algorithms or element design, as necessary.

**EIGER Features**

- Provides a generalized electromagnetic modeling framework that is tractable and extensible. Applies a new code using an object-oriented design philosophy.
- Enables a high degree of complexity to be treated in a concise manner (i.e., optimal technique applied to different regions)
- Applicable to a wide variety of electromagnetic problems (e.g., antenna design, RF design, EMI, EMC, RCS, ...)
- Applicable to GPS antenna structures

**SSC EIGER LEAN Modeling (Preliminary Example Zenith)**

Government/Navy Developer:  
SPAWAR/SPAWAR Systems Center, San Diego

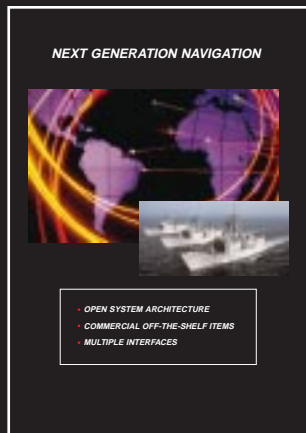
Contractor:  
Zeger-Abrams, Inc., Glenside, PA

For additional information, contact:

Barry Tanju	e-mail: <a href="mailto:btanju@spawar.navy.mil">btanju@spawar.navy.mil</a> phone: 619.524.7764
Dean Nathans	e-mail: <a href="mailto:nathans@spawar.navy.mil">nathans@spawar.navy.mil</a> phone: 619.553.1283

or visit our website at:  
<http://g3c31.spawar.navy.mil>

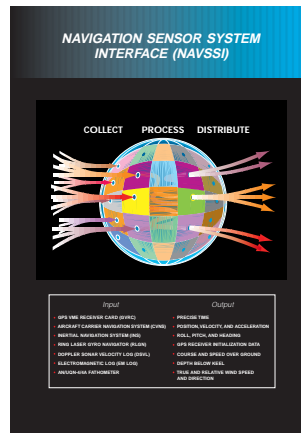
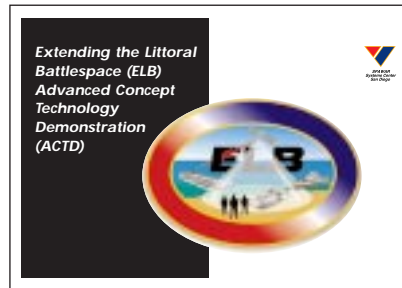
SD 101, Rev 1  
September 1999  
Approved for public release; distribution is unlimited.  
Name of the GPS Anti-Jam Program: GPS Anti-Jam Program Office (AJPO) Test Center of Excellence (CCE)



## Posters

Posters are used at conferences and symposia at which SSC San Diego personnel present papers. Because our design commonality relies on the correct use of colors, fonts, and the logo, templates are not available. The technical codes can create posters or have TID create them. If created in the code, posters must be reviewed by TID before use at the conference or symposium.

If the posters are part of a larger exhibit such as a wall display with a logo identifying SSC San Diego, individual logos for each poster are not required.





## Viewgraphs

SSC San Diego has two standard formats for opening, interior, and closing viewgraphs. One of these formats is to be used in all presentations. Also available are viewgraphs with the mission area, SSC San Diego locations, and an organization chart; these viewgraphs are used at the discretion of the presenter.

The two sample viewgraph formats are available under the heading "Viewgraphs" at <http://iweb.spawar.navy.mil/services/sti/publications/corpimage/>.

Also available at this same location are the viewgraphs with the mission area, locations, and organization chart.

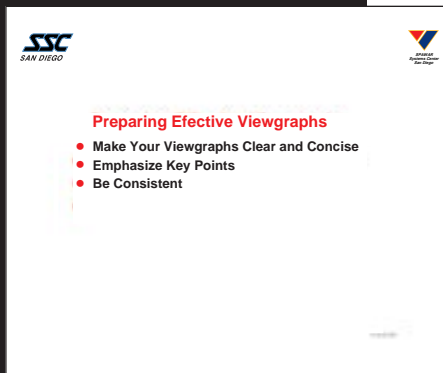
Clear, concise viewgraphs will prove the most effective for your presentation. We suggest using the guidelines in the following section when preparing your viewgraphs.



## Guidelines for Preparing Viewgraphs

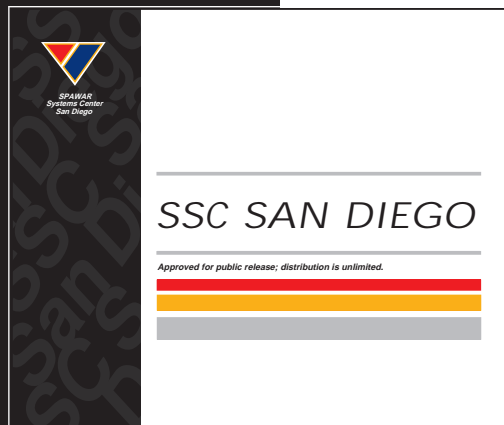
- Emphasize your key points — do not put your entire presentation on your viewgraphs. Too much information will detract from your message.
- Make sure everyone in the audience can read your viewgraph easily.
- Use the fewest and shortest words possible. Cut out qualifiers and connectives.
- Initial cap titles (except for articles, conjunctions, and prepositions).
- Initial cap main headings or listings.
- Verify totals such as amounts and percentages and ensure headings or other items continued on several pages are consistent.
- Define acronyms unless you are sure your audience will know them.
  - Use standard abbreviations.
  - Let someone else proof your viewgraph.
  - Be consistent!

More detailed information for preparing viewgraphs can be found online at <http://iweb.spawar.navy.mil/services/sti/publications/corpimage/>.

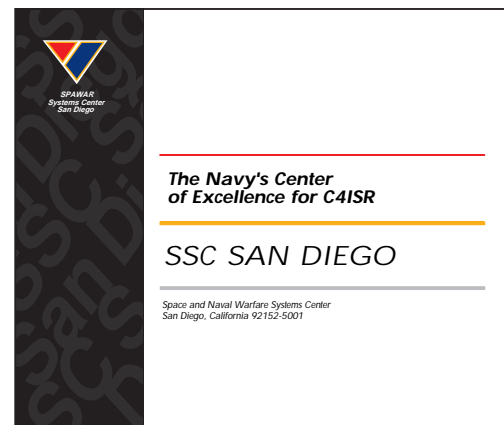


## Videos and Multimedia

Video and multimedia presentations are identified as an SSC San Diego corporate product by employing appropriate opening and closing frames and other required elements. Frame images are the same as used on the customized viewgraphs and are available from TID.

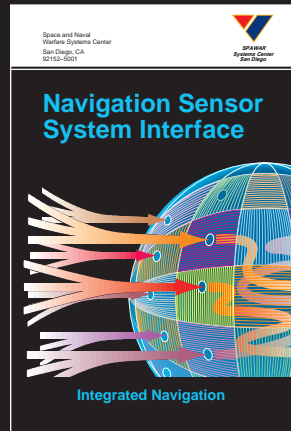
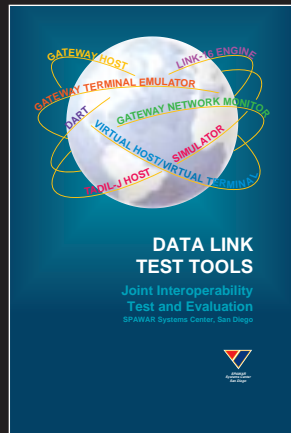


OPENING AND  
CLOSING FRAMES



## Brochures

Brochures are marketing products that describe our organization, programs, and capabilities. Because of their content, they vary in size and design. Commonality in design is achieved through use of the logo, colors, and fonts. The official logo must be on the cover. Technical codes can create brochures or have TID create them. If created in the code, they must be reviewed by TID before printing.





## Web Pages

Specific information for developing web pages for both the intranet and the internet is available at <http://iweb.spawar.navy.mil/services/sti/publications/corpimage/>. As internet pages are accessible to the public, particular care must be used by web page authors to ensure that SSC San Diego is professionally portrayed and that legal requirements concerning copyright and review for public release are followed.

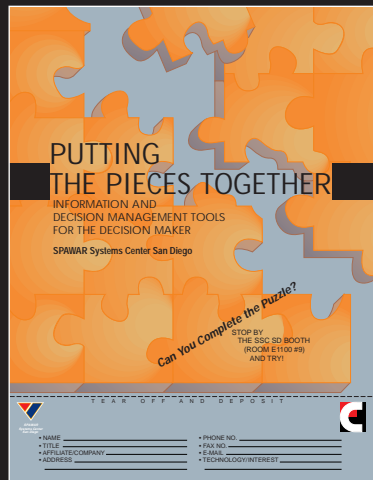
SSC San Diego also requires that web pages include our official logo to help promote a visual corporate identity. There are two ways to do this:

- Use the official logo, and place so that it is viewable in the top left or top right corner of web page as it displays. The logo must be used on the introductory page of all web sites. Use on the interior pages is optional, but strongly recommended.
- Use both the official logo and the SSC San Diego logo. Place the official logo so that it is viewable in the top left corner of the web page as it displays, and place the SSC San Diego logo so that it displays in the top right corner.

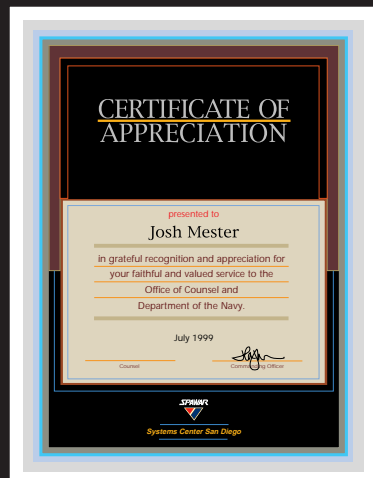
Illustrations of the correct usage are included on this page. Do not animate, change colors, or vary the proportions of the logo.

For style requirements in writing practices, refer to SSC San Diego's Style Guide, TD 1064, Revision 1, Writing and Editing Guidelines.





FORMS



CERTIFICATES

## Other Products

Products such as magazine advertisements, survey forms, and CD-ROM covers are developed by TID using the design elements and specified fonts and colors.



CD-ROMS



SURVEYS



MAGAZINE ADS



## STANDARDS FOR USING THE OFFICIAL LOGO

### Color

For multicolor use, the logo is red, blue, and gold. Do not change these colors. For black-and-white (or other two-color) printing, use a white logo against a dark background and a black logo against a light background.



**SPAWAR**  
*Systems Center*  
*San Diego*

For four-color and spot-color process printing, the following apply



**SPAWAR**  
*Systems Center*  
*San Diego*

### Four-Color

Red: Magenta 100%  
Yellow 100%

Blue: Cyan 100%  
Magenta 80%  
Black 30%

Gold: Magenta 35%  
Yellow 100%

### Spot-Color

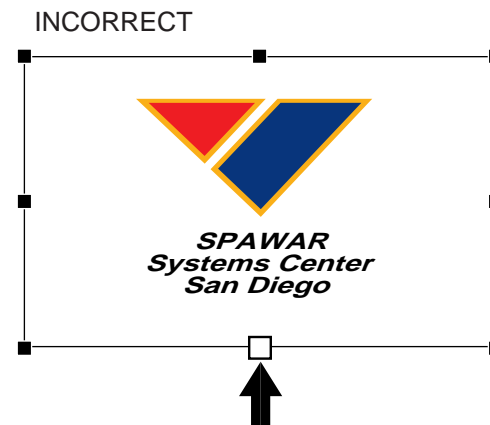
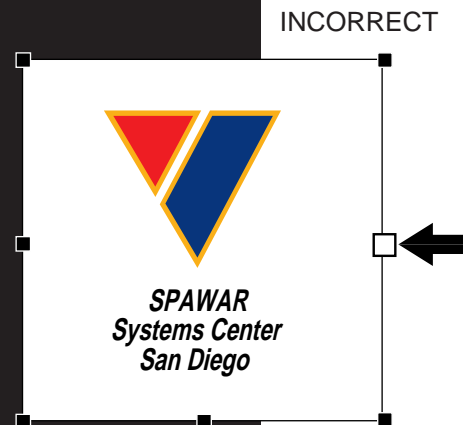
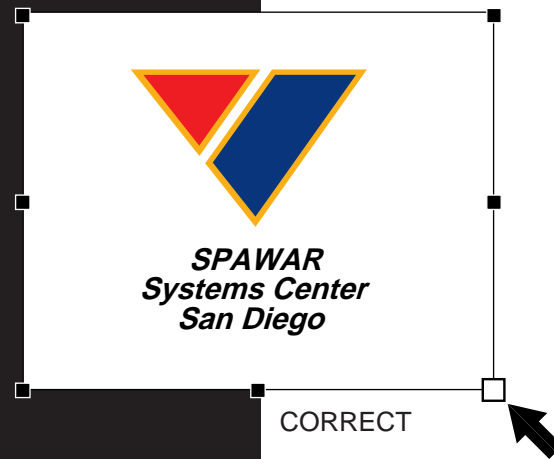
Red: PANTONE® 185

Blue: PANTONE® 280

Gold: PANTONE® 123

## Proportions

Use only authorized electronic or camera-ready reproductions of the logo available from TID. Do not alter the proportions of the logo.





**SPAWAR**  
*Systems Center*  
*San Diego*

NEGATIVE LOGO

### Use with Backgrounds

Use the positive logo against lighter colored backgrounds.

Use the negative logo against darker colored backgrounds.



**SPAWAR**  
*Systems Center*  
*San Diego*

POSITIVE LOGO

### Typeface

Do not change the typeface. The SSC San Diego typeface was created for a more unique signature.



**SPAWAR**  
*Systems Center*  
*San Diego*

CORRECT



**SPAWAR**  
*Systems Center*  
*San Diego*

INCORRECT



## STANDARDS FOR USING COLORS

The main colors for use in design of SSC San Diego corporate products are black, white, red, blue, gold, gray, and a combination of these colors.

If other colors are needed, contact TID before starting work to ensure that the resulting project will meet the corporate image standards.

## STANDARDS FOR USING FONTS

Fonts chosen for our corporate products meet three important criteria: (1) appropriateness, i.e., the fonts project an appropriate image; (2) legibility, i.e., the fonts are easy to read; and (3) availability, i.e., the fonts are available on most SSC San Diego computers.

In general, use sans serif fonts (Arial, Helvetica) for type used in headings or short text passages. Sans serif fonts are recommended for viewgraphs. Use serif fonts (Times New Roman, Times) for longer text passages.

### Recommended Fonts for PCs



Serif: Times New Roman      Sans Serif: Arial

### Recommended Fonts for Macintosh

Serif: Times      Sans Serif: Helvetica

## INCORPORATING OTHER REQUIRED ELEMENTS

The table below provides a quick reference for determining other elements required for your product.

PRODUCTS	REQUIRED ELEMENTS							
			Distribution Statement	Classification Markings (Requires markings if classified)	Document Control Number	Publication Date	SSC San Diego Name/ Address	Other Elements/ Notes
Report Documentation	✓	✓	✓	✓	✓	✓	✓	Special designs may be arranged through TID
Program Sheets for Exhibitions	✓		✓	✓	✓	✓	✓	
Posters	✓		✓	✓	✓	✓	✓	
Viewgraphs	✓		✓	✓		✓	✓	
Videos	✓		✓	✓		✓	✓	
Multimedia	✓		✓	✓		✓	✓	
Brochures	✓	✓	✓	✓	✓	✓	✓	Requires review and approval by SSC San Diego Commanding Officer
WWW Home Pages (Internet/ Intranet)	✓		✓	✓		✓	✓	
Advertisements	✓		✓	✓		✓	✓	Although statement is assigned, it does not appear on product
CD-ROM Covers	✓		✓	✓		✓	✓	

# 3 CORPORATE RESOURCES

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## **TECHNICAL INFORMATION DIVISION (TID)**

TID is SSC San Diego's resource for creating and establishing our corporate image. All corporate marketing materials — reports, videos, multimedia presentations, program sheets, posters, brochures, web pages, and advertisements — must be approved by TID before use.

## **ONLINE TEMPLATES**

Templates and instructions for visual and written information are available electronically on the SSC San Diego intranet at <http://iweb.spawar.navy.mil/services/sti/publications/corpimage/>.



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<http://iweb.spawar.navy.mil/services/sti/division/index.html>

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